



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR RESEARCH & INNOVATION

Directorate I - Climate Action and Resource Efficiency
I.3 - Sustainable Management of Natural Resources

Brussels,
RTD I3/EH

Meeting of the Horizon 2020 Expert Group on Cultural Heritage
25 June, 2014

Operational minutes

The main objective of the meeting was to give the Commission perspective on the renewed cultural heritage research and innovation agenda and framework for Horizon 2020, an overview of RTD activities and EU initiatives regarding cultural heritage as well as possible synergies, clarify working modalities of the Expert Group, and do in-depth discussion on future strategic priorities for cultural heritage research and innovation.

A 'tour de table' allowed the Members of the Horizon 2020 Expert Group on Cultural Heritage to present themselves. The experts have rich and diverse backgrounds drawn from the research, public and private sectors covering cultural heritage policy and research, including on aspects of cultural heritage related to economics, asset management, preservation, sustainable development etc. Eight out of ten experts attended the meeting. Professor Christer Gustaffson and Professor Theo Spek informed that they would not be able to attend. The Commission renewed its thanks to Mr Philippe Busquin for chairing the Group and to Professor Simon Thurley for acting as Rapporteur to the Group.

In the morning presentations were made by DG EAC on the Communication Heritage 2020 under preparation, Creative Europe, financing issues etc., by DG CNECT on digital cultural heritage and by DG RTD on possible synergies between H2020 and cohesion policy.

The experts contributed to a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis on cultural heritage. Background documents provided to the experts were briefly presented by the Commission Services.

Director Kurt Vandenberghe (DG RTD, Directorate Climate Action and Resource Efficiency) referred to the Commission perspective on a renewed agenda and framework for cultural heritage research and innovation for economic development, social cohesion and environmental sustainability. The intention is to focus on future opportunities, trans-disciplinary and multi-stakeholder potential, innovative financing and investment, new governance modes and innovative entrepreneurial models and services for cultural heritage, as well as possible linkages with natural heritage.

The concrete task of the Expert Group is to prepare a short report of 10 pages with a narrative, objectives and actions for the next 5 to 7 years (i.e. the entire life of Horizon 2020). This will be presented to the new Commissioner, other Commission services, MEPs, national politicians and the wider public.

The report would include recommendations, a road map for action and would address the following issues:

- Which are the cultural heritage services for the future and what should be done to promote sustainable living in sync with quality of life and well-being.
- New approaches for the future (e.g. adaptive re-use, participatory approaches including trans disciplinarity etc.)
- New finance models (e.g. new investments, philanthropy, banking, cultural heritage fund, crowd funding etc.)
- New business models (e.g. new models for PPPs etc.)
- New forms of experience in cultural heritage (for which people would be prepared to pay)
- Combining cultural and natural heritage and possible benefits.

The members of the Expert Group further elaborated on the areas to be explored notably as concerns innovative themes and approaches. They highlighted cultural heritage as a crosscutting theme to be addressed from various perspectives. It was argued that protection of cultural heritage as a public good is a public duty but at the same time its valorisation potential by the private sector should be further explored and that the value of culture should be better integrated in economic decisions, investments, etc.

The organisation of a Workshop planned for 27 November was discussed. Three to five parallel panels moderated by members of the Expert Group are foreseen.

Conclusions / Action Points

1. Expert Group members are to provide input in writing to the Rapporteur, Professor Simon Thurley by the end of July based on his summing-up of discussion of 27 June (putting in copy all the Expert Group members and the functional mailbox RTD-ENV-H2020-CH-EXPERT-GROUP@ec.europa.eu).
2. Professor Simon Thurley will provide first consolidated draft text circulated to the members of the Expert Group before the next Expert Group meeting where it will be discussed.
3. Experts to provide names and contact details of possible guest speakers to future meetings and Workshop.
4. Next meetings: 17 September, 27 November (Workshop followed by a meeting) and 17 December 2014.